

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. **(Currently Amended)** A method for rating customer demand, the method comprising executing the following steps sequentially:

collecting data representing supplier attributes, customers' desires, supplier's ability to deliver the attributes and dollars paid for that delivery through an input;

storing the collected data to a computer readable media;

processing the data through a processor, comprising executing sequentially steps of:

reducing the attribute set of demand drivers that represent the attributes in terms of customer desires and supplier delivery with pre-scores for each driver;

creating three identically scaled norms tables from the pre-scores for customer desires, supplier delivery, and dollars paid;

calculating an indexed score based upon the created tables;

clustering groups of customers into demand segments using the indexed scores of demand drivers and dollars paid;

generating the 3-D customer demand rating of each segment based on desires, delivery and dollars pertaining to a single point in time; and

rendering profiles corresponding to the 3-D customer demand rating on an output device, wherein the rendered profiles identify a willingness to pay a dollar amount for a predetermined set of attributes.

2. (Previously Presented) The method of claim 1, wherein inputting data further comprises inputting data representing attributes of a supplier, an industry, a product, a service, an offering, a program, an event, an emotion, a feeling, a person or any other inanimate or animate object.

3. (Previously Presented) The method claim 1, wherein the customers are identified by demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique identifiers.

4. (Previously Presented) The method of claim 1, wherein collecting data further comprises customer surveys that are selected from paper surveys, in-person surveys and computer-based.

5. **(Currently Amended)** An automated customer demand rating system, comprising:

an input device configured to receives data from customer surveys pertaining to a single point in time;

a storage unit configured to store the data;

a processing unit configured to generate 3-D customer demand rating based on customers' desires for supplier attributes, supplier ability to deliver on those attribute desires and the dollars paid or willing to pay for those supplier attributes; and

an output device configured to presents the data and 3-D demand profile;

wherein the customers are clustered into demand segments using indexed scores of demand drivers and dollars paid.

6. (Previously Presented) The automated customer demand rating system of claim 5, wherein the storage unit further comprising:

a plurality of customer identifiers that identify the demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique ways to describe a customer; and

a plurality of supplier attributes from the raw responses of customer surveys in terms of their desires for an attribute and a supplier's ability to deliver on that attribute; and

a rating advisor configured to illustrate and clarify which of the customer identifiers are more meaningful than others in relation to demand for that set of customers.

7. (Previously Presented) The automated customer demand rating system of claim 6, wherein the rating advisor further comprising:

a segmentation module configured to generate segments of customers based on their common levels of desires and dollars paid or willing to be paid to a supplier to obtain those desires;

a desire analyzer configured to generate detailed analysis within each customer segment by rating their level of desires for each supplier attribute; and

an ability analyzer configured to generate detailed analysis within each customer segment by rating the supplier's ability to meet desires for each supplier attribute; and

an output configured to illustrate and clarify within each customer segment which of the customer identifiers are more meaningful than others in terms of demand.

8. (Previously Presented) The automated customer demand rating system of claim 5, wherein the processing unit further comprising a rating analyzer configured to generate indexed scores of customer desires for attributes, supplier delivery on those attributes, and the dollars paid or willing to pay for those attributes.

9. (**Currently Amended**) An apparatus comprising:

a storage unit;

a central processing unit configured to receive customer survey data pertaining to a single point in time;

a customer demand rating system configured to respond to the survey data received by the central processing unit by rating the demand of each customer in terms

of desires for supplier attributes, supplier ability to deliver on those attribute desires and the dollars paid or willing to pay for those supplier attributes;

a plurality of customer identifiers configured to identify the demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique ways to describe a customer;

a plurality of supplier attributes from the raw responses of customer surveys in terms of their desires for an attribute and a supplier's ability to deliver on that attribute;

a rating advisor configured to illustrate and clarify which of the customer identifiers are more meaningful than others in relation to demand for that set of customers; and

a segmentation module configured to generate segments of customers based on their common levels of desires and dollars paid or willing to be paid to a supplier to obtain those desires; and generates detailed analysis within each customer segment by rating their ~~level of desires~~willingness to pay a specific dollar amount for each supplier attribute.

10. (Canceled).

11. (Previously Presented) The apparatus of claim 9, wherein the rating advisor further comprising:

an ability analyzer configured to generate detailed analysis within each customer segment by rating the supplier's ability to meet desires for each supplier attribute; and

an output configured to illustrate and clarify, within each customer segment, which of the customer identifiers are more meaningful than others in terms of demand.

12. (Original) The apparatus of claim 9, wherein the rating is calculated based on the indexed scores of customer desires for attributes, supplier delivery on those attributes, and the dollars paid or willing to pay for those attributes.

13. (Previously Presented) The method of claim 1, wherein the attributes are selected according to the examination of all the relevant promises that a supplier made when delivering the concept.

14. (Previously Presented) The method of claim 1, further comprising dividing all attributes into demand drivers that contains similar attributes.

15. (Previously Presented) The method of claim 14, wherein amount of the demand drivers is no more than 5.

16. (Previously Presented) The method of claim 1, further comprising creating demand driver pre-scores by averaging the rating of desire of the Attributes corresponding to the demand driver.

17. (Previously Presented) The method of claim 1, further comprising generating indexed scores through norms that are selected from percentile ranks, standard scores and normalized standard scores.

18. (Previously Presented) The method of claim 1, wherein the demand rating goes up when one of the three changes occurs: Delivery increase, Desires decrease or Dollars decrease.

19. (**Currently Amended**) A method for rating customer demand, the method comprising:

- collecting data representing supplier attributes, customers' desires, supplier's ability to deliver the attributes and dollars that the customers willing to pay for the delivery of the supplier attributes through an input;

- storing the collected data to a computer readable media;

- processing the data through a processor, comprising:

reducing the attribute set to a manageable number of demand drivers that represent the attributes in terms of customer desires and supplier delivery with pre-scores for each driver;

creating three identically scaled norms tables from the pre-scores for customer desires, supplier delivery, and dollars that the customers willing to pay and calculating corresponding indexed scores for each demand driver in terms of the customer desires, supplier delivery, and dollars that the customers willing to pay;

clustering groups of customers using the indexed scores of demand drivers and dollars paid; generating the 3-D customer demand rating of each segment based on desires, delivery and dollars that the customers willing to pay; and

rendering profiles corresponding to the 3-D customer demand rating through an output, the profiles including a willingness to purchase a predetermined set of attributes;

wherein the collected data pertains to a single point in time.